



SIGNS&LINES



Comprehensive Signage & Wayfinding Transformation

CASE STUDY

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PROJECT OVERVIEW

The WACA Ground Improvement Project is a landmark redevelopment set to transform East Perth into a vibrant precinct that can be enjoyed by the community year-round. The project significantly increases the visibility, accessibility and versatility of one of Western Australia's most iconic sporting venues – the WACA.

As part of this broader improvement project, a comprehensive signage and wayfinding strategy was essential to support the scale and ambition of the redevelopment. Engaged by tier 1 builder and developer ADCO, our brief was to deliver an end-to-end signage solution across the precinct, finishing by February 2026.

PROJECT SNAPSHOT

- Client:** ADCO (Builder / Developer)
- Signage Partner:** Signs & Lines
- Location:** WACA Ground, East Perth, Western Australia
- Program:** September 2025 – February 2026
- Scope:** Design, project management, graphics, manufacture, assembly and installation

THE SIGNAGE BRIEF

A full suite of internal and external signage across the 10,000-seat venue capable of hosting live entertainment, cricket, football and major community events, while also supporting a wide range of new facilities including elite sports performance.

Concurrent to the wayfinding signage, the Signs & Lines team also provided vital statutory signage, over 120 digital signage assets, as well as a major digital billboard [refer to Digital Billboard Case Study for more details].



SIGNAGE STRATEGY & DESIGN APPROACH

The signage strategy was developed to respond to a precinct of increased complexity and activity. With new buildings, expanded public interfaces and a broader demographic of users, wayfinding needed to be intuitive, inclusive and legible for all abilities.

Key design principles included:

- Clear hierarchies of information across public, staff and vehicular environments
- Consistent visual language aligned with WACA branding and architectural finishes
- Integration of accessibility principles to support one of the most welcoming all-abilities sport venues in the country
- Durability and clarity suited to high-volume event use and year-round community access

The signage system also supports the infusion of Aboriginal cultural narrative within the planning and design of the precinct, respecting place, history and storytelling through considered placement, materials and graphic restraint.

The signage system was designed to ensure each of these destinations is clearly identifiable, easy to access and seamlessly connected within the broader precinct.

SIGNAGE COMPONENTS

- **Directional Totems:** Freestanding 2.6m aluminium framed directional totems anchor the external wayfinding network, guiding visitors through the expanded precinct and improving orientation to key facilities such as entry gates, the aquatic center, museum, function centre and public amenities



- **Entry Signage:** Entry signage establishes a strong sense of arrival and supports increased visibility and accessibility to the Ground. Router cut lettering made out of aluminium and spray painted with 2 pack are affixed direct to the wall. Used to clearly identify public areas such as the new Aquatic Centre, reception and WACA Ground museum.
- **Pavilion Signage:** Pavilion signage spanning 14 meters across, using CNC cut letters, makes a bold statement. The Prindville Building and John Inverarity Stand both use white stand out lettering to clearly display these key locations.

- **Reception Sign & Logo:** Reception signage provides a professional and welcoming interface at administration areas, event center's and community facilities. The WACA Ground logo reinforces the WACA's identity and cultural connection to country.
- **Room IDs:** Room identification signage delivers consistency across offices, meeting rooms, player facilities, sensory rooms and support spaces, catering to both public and back-of-house users. Both projecting and wall mounted styles were used – 50 in total.
- **Service Door IDs:** Service door signage ensures operational clarity for staff, contractors and emergency services, supporting efficient management of a multi-use venue. Two pac painted aluminium panels with vinyl text – charcoal on white – for a simple yet effective result.
- **Fire Stair Level IDs:** Large, one meter high stair level signage provides high-contrast identification to support safe emergency movements. All fourteen sign elements adhesive mounted direct to wall.
- **Suspended Signs:** Suspended signage enhances visibility in high-volume concourses and circulation zones, particularly during sold-out sporting and entertainment events. Ten signs, mechanically fixed to the beams.
- **Seating Bay Signs:** Seating bay signage plays a critical role in a flexible 10,000-seat venue, enabling patrons to quickly locate seating for cricket, football and live events. These signs were mask and sprayed direct to the ground.
- **Café Signage:** Café signage clearly identifies hospitality offerings and contributing to the welcoming, community focused atmosphere. Router cut 3mm aluminium lettering, 2pac painted and adhesive fixed to walls.

- **Wall Directional Signs:** Five wall-mounted directional signs with digital print messaging and anti-graffiti protective overlaminates. Installed to walls to ease movement around the WACA. Designed to reduce congestion and confusion!
- **Vehicular Supergraphics:** Sign written graphics direct to the wall, painted with 2 coats of acrylic paint. Six locations – an all important guide for vehicles through service roads, loading zones and parking areas, supporting event operations, deliveries and emergency access.
- **Internal Lift Directories:** Lift directories in four locations. Constructed from 3mm aluminum panels with digital prints. These provide clear vertical wayfinding within multi-level buildings.
- **Column Directionals:** Column-mounted signs rolled to fit with digital print messaging, matt laminated. Affixed to

column to maximise visibility in open spaces while integrating neatly with structural elements.

- **Regulatory Signs:** Vehicular regulatory signage ensures safe and compliant vehicle movement across the precinct, supporting shared-use environments. Toilet and Conditions of Use signage to keep patrons informed.

SUPPORTING A TRANSFORMED PRECINCT

The signage transformation underpins a wide range of new and upgraded facilities delivered as part of the WACA Ground Improvement Project, including:

- A new northern building housing WA Cricket administration
- A multi-purpose function and event center with an outdoor deck overlooking Gloucester Park and unparalleled views of the iconic WACA surface
- A lengthened oval welcoming the return of football,

including WAFL and other sports

- A state-of-the-art museum celebrating the rich history and heritage of the WACA Ground
- A public café with indoor and outdoor seating
- A 130-seat auditorium and multi-purpose meeting rooms
- Community health, fitness and wellbeing facilities overlooking the Ground
- A community sports medicine and rehabilitation center, with potential after-hours GP services
- A community resort-style aquatic facility including a six lane 50m pool, indoor learn-to-swim pool and water leisure attractions
- A 10-lane indoor cricket, multi-sport and performance center
- Dedicated high-performance facilities for elite players, including gym, change rooms and recovery spaces
- Sensory rooms, Changing Places facilities and an all abilities playground supporting inclusive participation



DELIVERY & COLLABORATION

Delivery & Collaboration

Signs & Lines worked closely with ADCO and the wider consultant and construction team to deliver the signage package within a tight January–February 2026 timeframe. Careful coordination and staging allowed installation to occur alongside ongoing construction activities, ensuring seamless integration with the broader improvement works.

The end-to-end delivery model — from design through to manufacture and installation — ensured consistency, quality control and efficiency across the extensive signage scope.

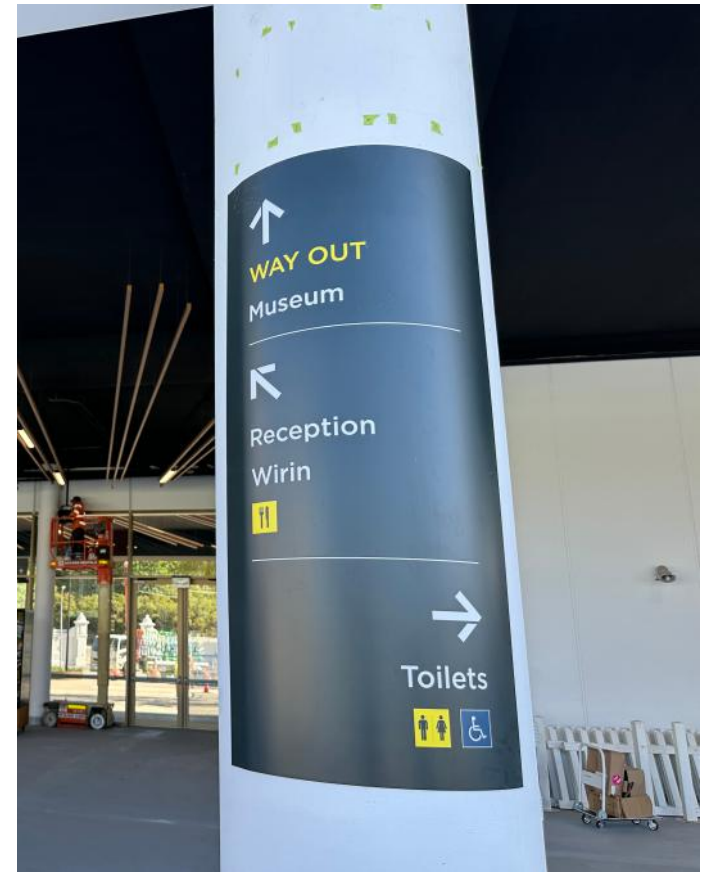


THE FINAL WRAP

The completed signage and wayfinding transformation is a critical enabler of the WACA Ground Improvement Project. It supports the evolution of the WACA into a vibrant, inclusive and flexible destination that honours its heritage while embracing the future.

Through clear, accessible and cohesive signage, Signs & Lines has helped bring clarity and connection to a complex, multi-use precinct — ensuring the WACA Ground is welcoming, navigable and operationally robust for elite sport, community use and major events year-round.

To find out more about our full range of services – and the Signs & Lines difference – contact us today +8 9274 5151 or admin@signsandlines.com.



If you need inspiration, design assistance or help managing your next signage project, the team at Signs & Lines and Yap!digital can take your project from drab to fab!

Our design, manufacture and installation service will make sure you get the most of your signage, plus the benefit of our team of signage professionals to guide you every step of the way.

Talk to the team today.

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Making the Case for Great Mine Site Signage

CASE STUDY